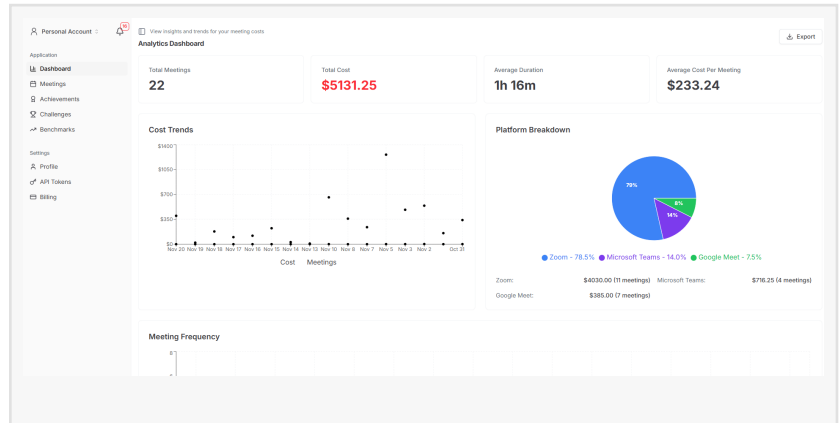


# MeetingToll Launches Chrome Extension Meeting Cost Tool With Live Video Call Cost Visibility

*New real-time meeting cost tracker helps organisations reduce unnecessary meetings and recover measurable productivity.*

SAN FRANCISCO, CA, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- [MeetingToll](#) today announced the public launch of its Chrome-based meeting analytics platform, introducing a real-time meeting cost tracker that

displays a live, accumulating dollar figure during active Zoom, Google Meet, and Microsoft Teams video calls. While many organisations use a [meeting cost calculator](#) during planning or budgeting discussions, the platform is designed to make cost visibility immediate, surfacing the financial impact of meetings while they are still in progress.



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For years, teams knew meetings were costly but couldn't see the number. A meeting cost calculator estimates spend, but behaviour changes when people watch the cost rise live.”

*MeetingToll Founding Team*

The company's structured beta programme indicates that participating teams reduced meeting time by an average of 37 percent and recovered approximately \$847 per employee per month in productive capacity. The platform is available globally, with tiered pricing designed for individuals, teams, and enterprise organisations.

## The Financial Impact of Workplace Meetings

The cost of meetings has been widely documented across industries. Analysis of U.S. labour data has attributed tens of billions of dollars in annual productivity losses to unnecessary or inefficient meetings. These estimates typically reflect direct labour costs and do not fully account for preparation time, follow-up tasks, or the cognitive recovery period required after task interruption.

Research in organisational psychology has demonstrated that context switching carries

measurable cognitive overhead. When employees pause focused work to attend a meeting, regaining deep concentration may take additional time beyond the scheduled session. As a result, the true cost of a one-hour meeting can exceed the visible 60-minute block on a calendar.

Despite this, meeting expenses often remain abstract. Leaders may rely on a meeting cost calculator to estimate projected spend before approving recurring sessions, and analytics platforms may provide retrospective dashboards summarising weekly totals. However, these approaches tend to influence policy rather than behaviour in the moment. The company's real-time meeting cost tracker was developed to address that gap by introducing cost transparency inside the meeting itself.



### How the Platform Works

The browser extension installs quickly and can be configured in less than a minute. Users enter an hourly rate, with a default of \$100 per hour to approximate the average fully loaded cost of a U.S. knowledge worker. Teams can configure shared rates, while enterprise customers may assign department-specific cost structures.

Once active, the extension automatically detects supported video calls and displays a floating cost counter in the corner of the user's screen. The counter updates continuously, reflecting duration, attendee count, and configured rates. No manual timer is required, and there is no need to input meeting details before each call.

The [Chrome extension meeting cost](#) overlay functions across Zoom, Google Meet, and Microsoft Teams without separate installations. The interface is intentionally minimal, presenting a single live dollar figure that increases in real time. During beta testing, users reported that this simple visual cue prompted more focused discussions and quicker decisions.

After each meeting concludes, the session's financial data is recorded in a personal dashboard. The free Solo tier includes a 30-day meeting history and individual analytics. Paid tiers expand functionality to include team-level reporting, shared rate configuration, and exportable data for

internal analysis.

## Bridging Forecasting and Live Accountability

Many organisations already incorporate cost awareness into planning processes. A meeting cost calculator can be used to estimate the projected expense of a proposed recurring meeting before it is scheduled. The platform complements this approach by providing live visibility once the session begins.

This dual structure, combining pre-meeting forecasting with in-meeting transparency, allows companies to address both policy and behaviour. Leaders can evaluate recurring meetings through projected modelling, while participants gain immediate feedback during discussions. The real-time meeting cost tracker reinforces accountability at the point where decisions about extending or concluding a meeting are made.

## Behavioural Science and Real-Time Visibility

The development of MeetingToll reflects established principles in behavioural science. Studies in decision-making and behavioural economics suggest that individuals respond more strongly to information presented at the moment of action than to retrospective summaries. Real-time feedback can prompt immediate behavioural adjustments.

Applied to meetings, visible cost accumulation may encourage participants to clarify objectives, limit tangential discussions, and reconsider whether every attendee is required for the full duration. A meeting cost calculator may highlight projected expense before a session occurs, but cost visibility during the meeting itself can influence its trajectory.

Beta participants consistently reported behavioural shifts when using the live cost display. Organisers became more deliberate about attendee lists. Discussions without clear ownership concluded more quickly. Optional participants disengaged or left sessions earlier when their contribution was complete. Over time, these incremental changes contributed to measurable reductions in total meeting hours.

## Beta Programme Results

The company conducted its beta programme across 14 organisations ranging from early-stage startups to 400-person scale-ups. Teams in engineering, product, operations, and administrative roles installed the extension and used it across standard video platforms for a minimum of eight weeks before reporting outcomes.

Key findings from the beta cohort include:

- 37 percent average reduction in total meeting time
- \$847 per employee per month in recaptured productive capacity
- 89 percent of users reported declining, shortening, or converting meetings to asynchronous

formats within 30 days

- Average reduction of 1.8 attendees per recurring meeting
- Median 4.2 hours per week of focused work time recovered within the first month

Participants noted that combining structured planning using a meeting cost calculator with live cost visibility reinforced consistent behavioural change. The real-time meeting cost tracker component was identified as the primary driver of in-session decision-making improvements.

## Product Tiers and Availability

The platform is available through three subscription tiers designed to support individuals and organisations of varying sizes.

### Solo, Free

Includes the real-time meeting cost tracker for Zoom, Google Meet, and Microsoft Teams, personal analytics dashboard, 30-day meeting history, and multi-currency support.

### Team, \$12 per user per month

Includes all Solo features plus aggregate team reporting, shared rate configuration, unlimited meeting history, and CSV export functionality.

### Business, \$20 per user per month

Includes all Team features plus department-level rate differentiation, API access for integration with HRIS and finance systems, SAML 2.0 single sign-on, and priority support.

Organisations evaluating potential savings may use the meeting cost calculator available on the company's pricing page to estimate impact prior to rollout. The Chrome extension meeting cost functionality then provides continuous, session-level visibility across daily operations.

## Security and Privacy

MeetingToll operates under a zero-content-access architecture. The extension captures only metadata necessary for cost calculation, including duration, platform, attendee count, and configured rates. It does not access audio, video, chat transcripts, screen content, or meeting recordings.

All calculations occur locally within the browser. The platform is SOC 2 Type II certified and GDPR compliant. Enterprise customers may request documentation to support internal compliance and security reviews.

## Organisational Implications

As hybrid and remote work models continue to rely on video conferencing, meeting frequency remains high across industries. By pairing forecasting tools such as a meeting cost calculator

with live oversight through a real-time meeting cost tracker, organisations can integrate cost awareness into both planning and execution phases.

During beta testing, several companies incorporated meeting cost data into quarterly operational reviews. Managers used aggregated reports to identify high-cost recurring sessions and redesign agendas or attendance policies. In parallel, the Chrome extension meeting cost display influenced daily behaviour at the individual level.

Over time, participants reported not only reduced meeting hours but also clearer agendas, shorter default durations, and improved decision accountability. These structural adjustments extended beyond cost savings, supporting broader productivity initiatives.

## About MeetingToll

MeetingToll is a San Francisco-based meeting analytics platform focused on financial transparency in workplace collaboration. The company provides a meeting cost calculator for forecasting, a Chrome extension meeting cost solution for live sessions, and a real-time meeting cost tracker that displays accumulating meeting expenses during Zoom, Google Meet, and Microsoft Teams calls. MeetingToll serves startups, mid-sized organisations, and enterprise teams seeking to quantify and manage the cost of internal coordination.

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